

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
31 March 2005 (31.03.2005)

PCT

(10) International Publication Number  
**WO 2005/029346 A1**

(51) International Patent Classification<sup>7</sup>: **G06F 15/163**

(21) International Application Number:  
PCT/AU2003/001258

(22) International Filing Date:  
24 September 2003 (24.09.2003)

(25) Filing Language: English

(26) Publication Language: English

(71) Applicant (for all designated States except US): **MAGIAN  
DESIGN STUDIO PTY LTD [AU/AU]**; 79 Power Street,  
Hawthorn, Victoria 3122 (AU).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **GILBERT, Les**  
[AU/AU]; 79 Power Street, Hawthorn, Victoria 3122 (AU).

(74) Agent: **FREEHILLS CARTER SMITH BEADLE**;  
Level 43, 101 Collins Street, Melbourne, Victoria 3000  
(AU).

(81) Designated States (national): AE, AG, AL, AM, AT, AU,  
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,  
CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE,  
GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR,  
KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK,  
MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT,  
RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR,  
TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

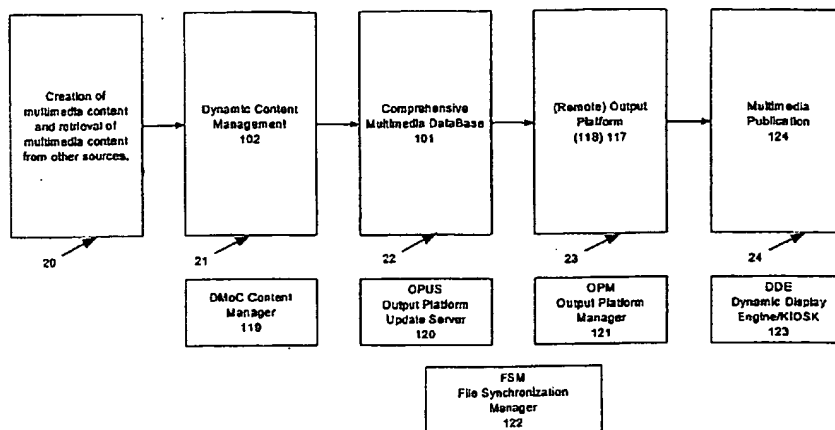
(84) Designated States (regional): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),  
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,  
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,  
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,  
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND SYSTEM FOR MANAGEMENT AND PUBLICATION OF MEDIA ASSETS IN A DISTRIBUTED NETWORK



(57) Abstract: A system (1) for management and publication of media assets (102.3) in a distributed network (205). The system includes: a central media database (101) for storing and serving the media assets (102.3) and media programs (102.2) for publication of the media assets; one or more output platforms (117, 118) networked to the central media database; and one or more media output devices (103-106) networked to the one or more output platforms. Each output platform stores a local copy of a subset of the media assets and a subset of the media programs, and selectively executes the subset of media programs to publish the subset of media assets at the one or more media output devices.